## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-41 (GP-099-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/750,451

Confirmation No.: 4989

Filing Date: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR

**ADVERTISEMENTS** 

Examiner: Michael Bekerman

Group Art Unit: 3622

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

SIR:

## INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference EA is a Notification of the Fourth Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of that Notice of Notification of the Fourth Office Action, as well as a translation thereof, is provided.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

## Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

May 6, 2011

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 936-1400

STRAUB & POKOTYLO 788 Shrewsbury Ave. Tinton Falls, NJ 07724